



MYRON MANUFACTURING CORPORATION  
61 WEST HUNTER AVENUE, MAYWOOD, NEW JERSEY 07607

BULK RATE  
U. S. POSTAGE  
**PAID**  
MYRON MANUFACTURING  
CORPORATION

THEODOR H NELSON

458 W 20TH ST  
NEW YORK NY 10011

“A man, sir, should  
keep his friendship  
in a constant repair.”

Dr. Samuel Johnson,  
1709—1784

These wise words from old Dr. Sam, written over two hundred years ago, must have meant a lot to businessmen, even in those early days. Today, with the speed of computers and the fast means of communication, many people feel the "personal touch" has been lost. You know about it, you may even play a part in it, and often times you wonder what you can do about it.

Keeping business contacts in good shape and "in constant repair" has been a Myron trademark over the years. The sample enclosed is our Pocket Pal, and in the spirit of friendship, it does many things. It actually creates the mood of friendship, not only when it arrives, but as it continues to be used throughout the year.

There is something about Myron's Pocket Pal that places it in a class of its own among inexpensive gifts. For the man who needs help in remembering important facts, names, places, birthdays, anniversaries, appointments, this is a personal secretary actually representing you in your customer's pocket every day of the year.

I doubt if anything you can do for your company in the choice of a prestige gift will bring you as many favorable comments, as many pleasant phone calls and as many complimentary "pats on the back". And that may include a special salute from management for ...

(over)



"finally selecting a gift that's practically perfect".

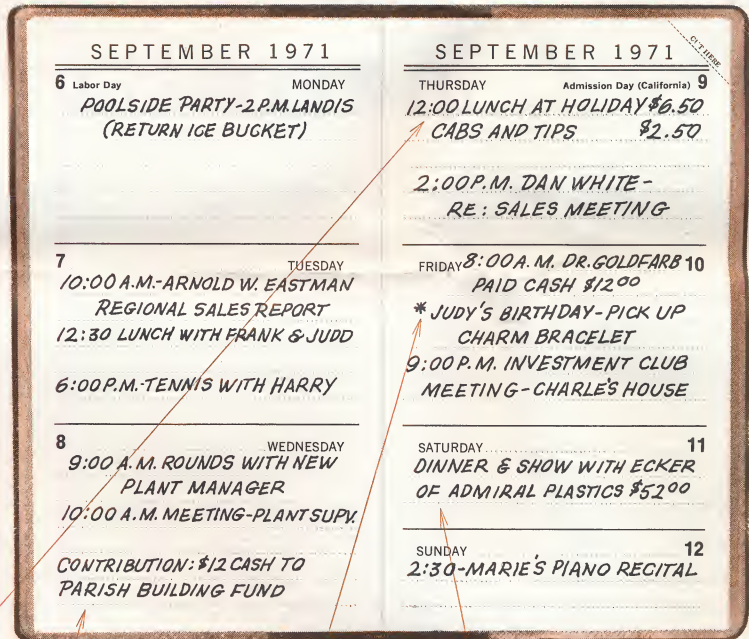
In putting this elegant Pocket Diary together, we made no compromises - it had to be the very best of its kind - something that would reflect your good taste...that you could give with pride.

Imagine how pleased your customer will be when he receives his Pocket Pal. He'll put it to work immediately and it will earn his appreciation all through the year. When important events arise that require instant reference to vital information, Pocket Pal has it in black and white.

For example, should he be called by the Internal Revenue Service for a tax audit, he's armed with his Pocket Pal, full of facts, figures, expense records, dates, the things to substantiate his claims, could the IRS man make anything but the most liberal judgment based on "the facts"? And your company helped that customer present those facts --- and you were the guy who thought of the idea!

Take the case of the executive who has continually forgotten such things as family birthdays and anniversaries - he just can't help himself! Now, inscribed well in advance of the dates, your business friend finds himself well prepared for the celebration of those days that are important to others. He's become "Mr. Nice Guy" again. Your company helped him and you were the guy who made the decision.

I could go on listing so many uses to which each one of your customers will put the Pocket Pal. Appointments with other businessmen, impor-





tant sales ideas, names of important people he is liable to forget, valuable confidential data that may help him form an important decision. All this you have started as a record keeping device for him.

And your sales message stamped in gold on the front cover is seen by him over and over each and every day.

Make the decision to put Pocket Pal to work for your company today. You will find surprised reaction from key members of your firm inquiring as to the cost of the promotion that brought back such favorable response from your customers. You will find salesmen writing you asking, "What did you do to Mr. Smith to make him so much friendlier to me than he's been in the past?"

And, as usual, our famous guarantee applies. If you aren't completely satisfied, return your order for full credit, even if the Pocket Pals have been imprinted. That's a pretty solid offer!

We want your order and we want you to come back again. Is there any better reason why we're so anxious to help you select the Pocket Pal as your gift this year?

Do send your order in today. Your customers will thank you. And so will we!



Sincerely,

*Mike Adler*

Mike Adler  
Vice President



**MYRON MANUFACTURING CORPORATION**

61 WEST HUNTER AVENUE, MAYWOOD, NEW JERSEY 07607 • PHONE 201-843-6464

## GUARANTEE

You must be completely satisfied or you  
may return your order for full refund—  
even if this merchandise is imprinted.

*Mike Adler*

Mike Adler, Vice President  
MYRON MANUFACTURING CORPORATION



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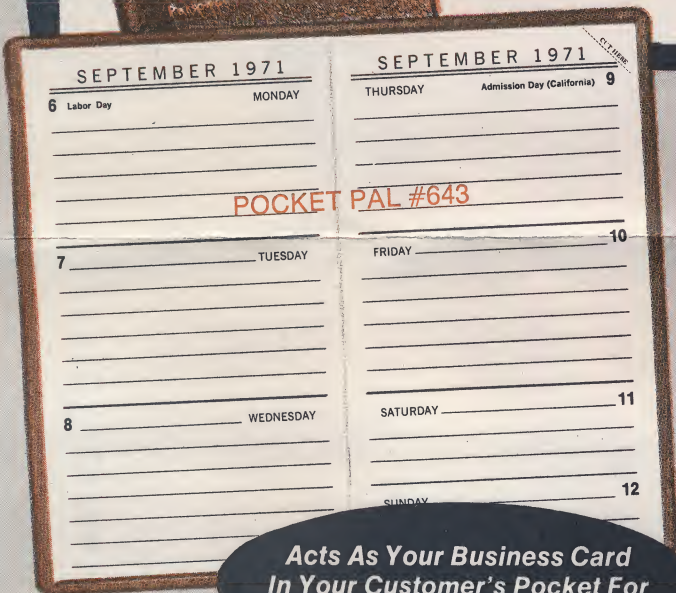


# Pocket Pal THE goodwill builder

**IF** it helps keep an important appointment... Just Once  
**IF** it helps support an income tax deduction... Just Once  
**IF** it helps remember a wife's birthdate... Just Once

***That's A PAL—A Low Cost POCKET PAL!***

Your name imprinted on the cover makes YOU a Pal! A good will reminder to your customers and prospects of your product or service — every day.



**Acts As Your Business Card  
In Your Customer's Pocket For  
Less Than A Penny A Week!**

STYLE #643

SIZE FOLDED 3½" x 6"

**"Original Pocket Pal"**  
**A Week-In-Sight Organizer and Visual Record**

- Appointment Diary
- Expense Records
- Auto Records Charts
- Travel Expenses
- Reference Charts
- First Aid Guide

Cover produced of leather-like crush vinyl. A full week always in view. 128 pages of useful information and reference.

## LOW DIRECT-TO-YOU PRICES

Prices include 4 lines of gold imprinted copy on front cover.

| STYLE                                               | Quantity | 5000 | 2500 | 1000 | 500 | 250 | 100     |
|-----------------------------------------------------|----------|------|------|------|-----|-----|---------|
| #643                                                | Each     | 32¢  | 35¢  | 37¢  | 40¢ | 42¢ | 43¢     |
| \$2.00 set up and small shipping charge additional. |          |      |      |      |     |     | MINIMUM |
| TERMS: NET 30 TO RATED FIRMS.                       |          |      |      |      |     |     |         |

Your Pocket Pal will be imprinted in gold on the front cover in block style type. If a company insignia, special lettering, or trademark is desired, a die must be made up from art supplied by you (should be good black and white copy). Die charge is approximately \$15.00.

## THE SLIM-JIM

**Month-In-Sight — It does almost everything the "Original Pocket Pal" does with fewer pages. A full month always in view.**

Cover produced of leather-like crush vinyl. Convenient, non - bulky, fits into breast pocket, nice and trim.

## LOW FACTORY-TO-YOU PRICES

Prices include 4 lines of gold imprinted copy on front cover.

| STYLE                                               | Quantity | 5000 | 2500 | 1000 | 500 | 250 | 100     |
|-----------------------------------------------------|----------|------|------|------|-----|-----|---------|
| #780                                                | Each     | 19¢  | 20¢  | 22¢  | 25¢ | 26¢ | 29¢     |
| \$2.00 set up and small shipping charge additional. |          |      |      |      |     |     | MINIMUM |
| TERMS: NET 30 TO RATED FIRMS.                       |          |      |      |      |     |     |         |

Your Slim Jim Pocket Pal will be imprinted in gold on the front cover in block style type. If a company insignia, special lettering, or trademark is desired, a die must be made up from art supplied by you (should be good black and white copy). Die charge is approximately \$15.00.



STYLE #780

SIZE FOLDED 3½" x 6"



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# Office Beauty:

An Appointment Secretary that reminds, records, schedules and organizes. Keeps a day-to-day record of your tax deductible expenses. Luxuriously built, attractive, and "Confidentially Yours!" No secretary is as silent, or on the job 7 days a week as —



## MYRON'S DESK PLANNER DIARY

Imagine the impact on your customer when he receives this elegant gift! Impress him with your good taste — show him you really care. You'll earn his gratitude and an open door to his office. Your name or sales message imprinted on the inside cover flap gives your customer an everyday reminder of your product or service.

**Myron's Desk Planner Diary** is a convenient 7 x 9 size diary made of brown crush vinyl with a gold tooled cover. Its 128 pages have a special "lie flat" feature and includes one full week in sight in a double spread. You'll find large date numerals at the edge of the page, plenty of write-in space and so many interesting extras: Quotation of the week, 3 months in sight calendar, highlighted holidays, and valuable information section.

### Your Imprint On Inside Cover Flap

#### Desk Planner Diary Style #900

Prices Include Your Imprint In Gold  
**ALL DESK PLANNERS GIFT BOXED**

| 500    | 250    | 100    | 50     | 25     | 10     |
|--------|--------|--------|--------|--------|--------|
| \$2.25 | \$2.50 | \$2.65 | \$2.75 | \$2.84 | \$2.95 |

Minimum

\$2.00 set up and small shipping charge additional.  
TERMS: NET 30 TO RATED FIRMS.

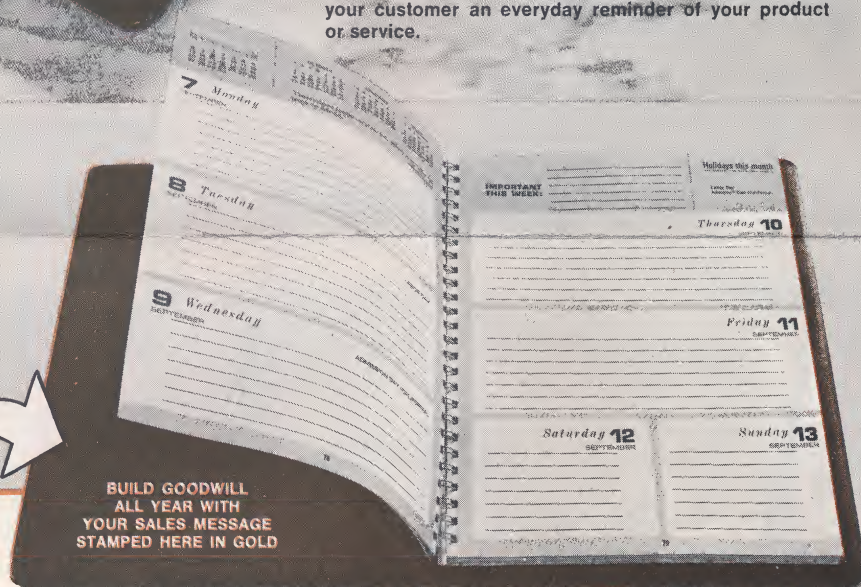
#### GUARANTEE

You must be completely satisfied or you may return your order for full refund — even if this merchandise is imprinted.



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Your Desk Planner Diary will be imprinted in gold on the inside front cover in block style type. If a company insignia, special lettering, or trademark is desired, a die must be made up from art supplied by you (should be good black and white copy). Die charge is approximately \$15.00.



**FIRST CLASS**  
PERMIT NO. 2277  
HACKENSACK, N. J.

**BUSINESS REPLY MAIL**

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

*Postage will be paid by —*

**MYRON MANUFACTURING CORP.**

61 W. HUNTER AVE.  
MAYWOOD, N. J. 07607

**VIA AIR MAIL**





# ORDER DIRECT

**WITH THIS  
FAMOUS  
GUARANTEE BY  
MYRON**

## GUARANTEE

You must be completely satisfied  
or you may return your order  
for full refund—even if this  
merchandise is imprinted.

70-5-23

03 987654321

# ENTER MY ORDER TODAY

(PRICES INCLUDE YOUR IMPRINT IN GOLD)

## Original Pocket Pal #643

- ☐ 5000—32¢ ea.
- ☐ 2500—35¢ ea.
- ☐ 1000—37¢ ea.
- ☐ 500—40¢ ea.
- ☐ 250—42¢ ea.
- ☐ 100—43¢ ea. Minimum

## Slim-Jim Pocket Pal #780

- ☐ 5000—19¢ ea.
- ☐ 2500—20¢ ea.
- ☐ 1000—22¢ ea.
- ☐ 500—25¢ ea.
- ☐ 250—26¢ ea.
- ☐ 100—29¢ ea. Minimum

(Gift Boxed)

## Desk Planner Diary #900

- ☐ 500—\$2.25
- ☐ 250—\$2.50
- ☐ 100—\$2.65
- ☐ 50—\$2.75
- ☐ 25—\$2.84
- ☐ 10—\$2.95 Minimum

\$2.00 set up and small shipping charge additional.

## Ship To:

Firm Name \_\_\_\_\_  
Ordered By \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_

**Terms: NET 30 to rated firms ☐ Check Enclosed**

Please do not write in box

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|

Imprint Our Copy As Follows — Up To 4 Lines\*

Prices include your imprint.

\*Your order will be imprinted in gold in block style type. If a company insignia, special lettering, or trademark is desired a die must be made up from art supplied by you (should be good black and white copy). Charge is approximately \$15.00



Get CWT